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PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: **Virginia Murphy** **DATE:** September 9, 1996

FROM: **Adrian Marrullier**

SUBJECT: **SAVANNAH LIGHTS ADVERTISING**

This forwards a copy of a recent Savannah Lights ad (Brown & Williamson) that has a strong resemblance to the New "Quotes" campaign for Virginia Slims.

While I realize that the Virginia Slims advertising is not copyrightable I am concerned that Savannah is taking liberal use of our campaign to potentially confuse consumers.

Could you give me your thoughts on this issue and also provide some guidance related to copy clearance. What issues do we face if both brands end up with the same copy line?

cc: S. LeVan
C. Murray
Leo Burnett
J. Mabie
D. Ryan

2062360870

SAVANNAH LIGHTS.AMMEMO

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